



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV01006011

Course / Subject Name : Basics of Entrepreneurship

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course

<b>Prerequisite:</b>	Passion to Learn
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## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Understand Entrepreneurship, Evolution of Entrepreneurship, Types of Entrepreneurships, an Entrepreneur and Skills of an entrepreneur, Entrepreneurial Decision Making
02	Understand the Creative and design thinking, Importance of creative and design thinking, Challenges associated to Creative and Design Thinking.
03	Understand the DPIIT, The registration process of DPIIT for startups, Meaning of startup, Benefits of Registration to startups, Eligibility for Registration
04	Utilise Government support through different initiatives like Startup India, Stand up India, Pradhan Mantri Mudra Yojana (PMMY), Atal Innovation Mission (AIM), Make in India.
05	Start working on searching for the idea of own startup.

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	50	0	0	0	50

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	INRODUCTION TO ENTREPRENEURSHIP	10	25



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	Understanding Entrepreneurship, Evolution of Entrepreneurship, Types of Entrepreneurships, an Entrepreneur and Skills of an entrepreneur, Entrepreneurial Decision Making		
2.	<b>INTRODUCTION TO CREATIVE AND DESIGN THINKING</b> Creative and design thinking, Importance of creative and design thinking, Challenges associated to Creative and Design Thinking.	10	25
3.	<b>STARTUP REGISTRATION</b> DPIIT, DPIIT Registration for startups, Meaning of startup, Benefits of Registration to startups, Eligibility for Registration	6	25
4.	<b>GOVERNMENT INITIATIVES</b> Startup India, Stand up India, Pradhan Mantri Mudra Yojana (PMMY), Atal Innovation Mission (AIM), Make in India.	10	25
	<b>Total</b>		<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
25	25	20	10	10	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

Sr No.	Name of the Book	Author	Publication House	Latest Edition
1.	ICAI Modules for Self-Paced Modules SET D	-	ICAI	Latest
2.	The Lean Startup	Eric Ries	Crown Business	Latest
3.	The Startup Owner's Manual	Steve Blank and Bob Dorf	K&S Ranch Publishing LLC	Latest
4.	The Entrepreneur	Subroto Bagchi	Penguin Portfolio	Latest
5.	MBA @ 16	Subroto Bagchi	Penguin Portfolio	Latest



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## **Teaching Method:**

1. Case Discussion
2. Projects and Assignments
3. Class Participation, quizzes, etc.

## **List of Journals / Periodicals / Magazines / Newspapers, etc.:**

1. Entrepreneur
2. Harvard Business Review
3. Journal of Small Business Management

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